

Division of Securities  
Utah Department of Commerce  
160 East 300 South  
Box 146760  
Salt Lake City, UT 84114-6760  
Telephone: (801) 530-6600  
FAX: (801) 530-6980

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**BEFORE THE DIVISION OF SECURITIES  
OF THE DEPARTMENT OF COMMERCE  
OF THE STATE OF UTAH**

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**IN THE MATTER OF:**

**GOLDEN AGE MARKETING;  
LYLE BRENT DAHLE;**

**Respondents.**

**AFFIDAVIT OF SERVICE**

**Docket No. SD-06-0026  
Docket No. SD-06-0027**


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I, Pam Radzinski, first being duly sworn, depose and state as follows:

1. I am the Executive Secretary for the Department of Commerce Division of Securities (the Division).
2. As executive secretary for the Division, I am responsible for supervising the mailing of the Division's Orders to Show Cause and for receiving any responses filed by respondents.

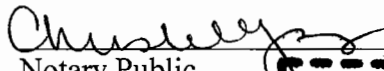
3. On May 4, 2006, the Division mailed, by certified mail, an Order to Show Cause (OSC) to Lyle Brent Dahle and Golden Age Marketing (the Respondents), along with a Notice of Agency Action (Notice).
4. Within days of mailing the OSC and Notice, the Division was notified by the United States Postal Service that the OSC and Notice were successfully delivered to both of the Respondents' addresses.
5. On June 2, 2006, the Division received the Respondents' written response to the OSC.
6. No filings were received by Respondents after the presiding officer's August 31<sup>st</sup>, 2006 order setting a new hearing date.

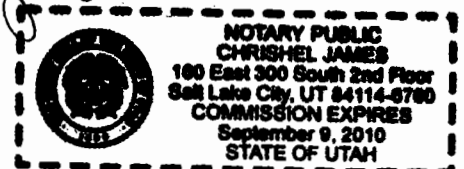
DATED this 4<sup>th</sup> day of ~~September~~<sup>OCTOBER</sup>, 2006.

  
PAM RADZINSKI  
Executive Secretary

SALT LAKE COUNTY     )  
                                      ) ss  
STATE OF UTAH         )

Signed and subscribed to before me this 4<sup>th</sup> day of ~~September~~<sup>October</sup>, 2006

  
Notary Public



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**IN THE MATTER OF:**

**GOLDEN AGE MARKETING;  
LYLE BRENT DAHLE;**

**Respondents.**

**NOTICE OF ENTRY OF  
DEFAULT AND ORDER**

**Docket No. SD-06-0026  
Docket No. SD-06-0027**

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**I. BACKGROUND**

A formal adjudicative proceeding was initiated by the Division's Order to Show Cause and Notice of Agency Action dated May 4, 2006, against Golden Age Marketing (Golden Age) and Lyle Brent Dahle (Dahle). At a September 25, 2006 hearing, the presiding officer, Wayne Klein, held Golden Age and Dahle in default for failing to respond to the Notice of Hearing, issued August 31, 2006, and for failing to attend the September 25, 2006 hearing either in person or by telephone.

## **II. FINDINGS OF FACT**

1. On May 4, 2006, the Division mailed, by certified mail, an Order to Show Cause (OSC) to Golden Age and Dahle, along with a Notice of Agency Action (Notice).
2. On June 1, 2006, the Division received a written response to the OSC from Golden Age and Dahle. In the Respondents' written response they asked that Dahle be excused from attending the initial administrative hearing, set for June 7, 2006, because Dahle was in poor health, had insufficient time to prepare, and because Golden Age and Dahle had already filed a written response.
3. At a June 7, 2006 administrative hearing, Golden Age and Dahle failed to appear and failed to contact the Division by telephone.
4. On August 30, 2006, the Division filed a Request for Initial Pre-Hearing Conference, and a copy was mailed to Dahle on the same day.
5. On August 31, 2006, the presiding officer issued a Notice of Hearing, which set a hearing date of September 25, 2006, for the purpose of scheduling further proceedings. The Notice of Hearing provided that the Respondents could participate by telephone in lieu of attending personally, and that Respondents would be held in default if they failed to participate. The Notice of Hearing was mailed to the Respondents on September 1, 2006.
6. At the September 25, 2006 hearing, the presiding officer held Respondents in default for failing to respond to the Notice of Hearing, and for failing to participate in the hearing.

7. Golden Age was registered as a Utah corporation from April 26, 2002 until August 2, 2005, when its corporate status expired. Golden Age's business address was 10939 North Alpine Highway, Suite 119, Highland, Utah, and Suzanne Dahle, Lyle Brent Dahle's wife, was the president and director of Golden Age.
8. At the time of the filing of the OSC, the Division believed that Dahle resided in Utah County, Utah. It has since been discovered that Dahle now resides in Oklahoma. At all times relevant to this matter, Dahle held himself out as the owner/operator of Golden Age.
9. From January 2003 through February 2005, Dahle and Golden Age solicited investments in the form of promissory notes and stock options in Golden Age, from investor (Investor).
10. In early 2003, Dahle invited Investor to attend a seminar regarding Golden Age. Investor attended two Golden Age seminars presented by Dahle, each held at 961 West Center Street in Orem, Utah. Investor attended one seminar prior to investing, and the second seminar on April 23, 2003, after making one investment.
11. Dahle spoke to Investor about investing money in Golden Age several times. Dahle told Investor that Golden Age was his company, that it sold insurance and business was very good, and that Golden Age had plans of selling insurance over the Internet. Dahle told Investor he and Golden Age needed the money to expand Golden Age's insurance business.

12. On January 23, 2003, Investor invested \$40,000 in Golden Age by giving Dahle a personal check made payable to Brent Dahle. In return, Dahle gave Investor a promissory note, which stated that Investor would receive accrued interest of 8.25% per year at the end of three years. The promissory note also provided that Investor would have the option of converting his principal and interest into Golden Age stock at the end of the term, at \$.50 per share (the Stock Option). The Note was between Golden Age and Investor, and bore Dahle and Investor's signatures.
13. On April 28, 2004, Investor invested another \$10,000 in Golden Age by personal check made payable to Brent Dahle. Investor received a second promissory note from Dahle, which stated that Investor would receive accrued interest of 7.5% per year at the end of three years, and included the Stock Option provision. This promissory note was between Dahle and Investor, and bore both of their signatures.
14. On July 14, 2004, Investor invested \$2,000 in Golden Age by personal check made payable to Brent Dahle. Investor received a third promissory note from Dahle, which stated that Investor would receive accrued interest of 7.25% per year at the end of two years, and included the Stock Option provision. This promissory note was between Dahle and Investor, and bore both of their signatures.
15. On February 18, 2005, Investor made his fourth and final investment of \$3,000 in Golden Age, by personal check made payable to Brent Dahle. Investor received a fourth promissory note from Dahle, which stated that Investor would receive accrued interest of

8.25% per year at the end of three years, and included the Stock Option provision. This fourth promissory note was between Dahle and Investor, and bore both of their signatures.

16. A few days before Investor's first investment of \$40,000 matured (January 23, 2006) Dahle called Investor and offered him interest of 15% per year if Investor would roll his investment into a new promissory note. Investor declined the offer and told Dahle he wanted his principal and interest.
17. When Dahle failed to pay Investor on the maturity date, Investor unsuccessfully attempted to contact Dahle to secure payment.
18. In February 2006, after Investor made contact with Dahle and demanded payment, Dahle paid Investor a total of \$50,882.84, in full satisfaction of Investor's first investment of \$40,000.
19. Of the Investor's three remaining investments, one matured in July 2006, and the other two will mature in April 2007 and February 2008.

#### Omissions of Material Information

20. In connection with the offer and sale of securities to Investor, Respondents failed to disclose material information, including, but not limited to, the following:
  - a. That on December 6, 2002, in Utah's Third District Court, Dahle entered a guilty plea to two counts of securities fraud and one count of selling unregistered securities, all class A misdemeanors.

- b. That Dahle had an outstanding civil judgment of \$5,611.13.
- c. Some or all of the information typically provided in an offering circular or prospectus, regarding Golden Age, such as:
  - i. The business and operating history for the subject company;
  - ii. Identities of principals in the company along with their experience in this type of business;
  - iii. Financial statements for the company;
  - iv. The market for the product of the company;
  - v. The nature of the competition for the product;
  - vi. Current capitalization of the issuer;
  - vii. A description of how the investment would be used in the business;
  - viii. The track record of the company to investors;
  - ix. Risk factors for investors;
  - x. The number of other investors;
  - xi. The minimum capitalization needed to participate in the investment;
  - xii. The disposition of any investments received if the minimum capitalization is not achieved;
  - xiii. The liquidity of the investment;
  - xiv. Discussion of pertinent suitability factors for the investment;
  - xv. The proposed use of the investment proceeds;



- xvi. Any conflicts of interest the issuer, the principals, or the agent may have with regard to the investment;
- xvii. Agent commissions or compensation for selling the investment;
- xviii. Whether the investment is a registered security or exempt from registration; and
- xix. Whether the person selling the investment was licensed.

### **III. CONCLUSIONS OF LAW**

- 21. The service of the OSC and the Notice initiating these proceedings is valid upon Golden Age and Dahle.
- 22. Golden Age and Dahle had actual notice of these proceedings.
- 23. Because Golden Age and Dahle did not respond to the Notice of Hearing issued on August 31, 2006, or participate in the hearing held on September 25, 2006, they are in default.
- 24. The promissory notes and stock options offered and sold by Golden Age and Dahle are securities under the Utah Uniform Securities Act (the Act).
- 25. In connection with the offer and sale of securities, Respondents omitted to state to Investor various material facts which were necessary to make the statements made not misleading.
- 26. By this conduct, Golden Age and Dahle violated § 61-1-1(2) of the Act.

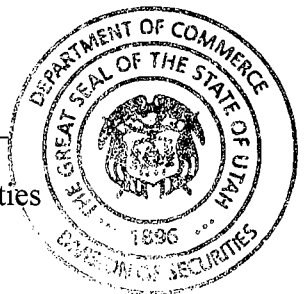
#### IV. ORDER

Based on the above, the Director hereby:

1. Declares Golden Age Marketing and Lyle Brent Dahle in default for failing to respond to the Notice of Hearing issued August 31, 2006, and for failing to participate in the hearing held on September 25, 2006.
2. Enters, as its own findings, the Finding of Fact described in Section II above.
3. Enters, as its own conclusions, the Conclusions of Law describe in Section III above.
4. Finds that Golden Age Marketing and Lyle Brent Dahle willfully violated the Utah Uniform Securities Act by omitting to disclose material information in connection with the offer and sale of securities in or from Utah in violation of § 61-1-1(2).
5. Orders Golden Age Marketing and Lyle Brent Dahle to permanently CEASE and DESIST from any violations of the Act.
6. Orders Golden Age Marketing to pay a fine of one thousand dollars (\$1,000) to the Division by December 29, 2006.
7. Orders Lyle Brent Dahle to pay a fine of twenty thousand dollars (\$20,000) to the Division by December 29, 2006.

DATED this 4<sup>th</sup> day of ~~September~~ <sup>October</sup>, 2006.

  
WAYNE KLEIN  
Director, Division of Securities



Pursuant to § 63-46b-11(3), Respondent may seek to set aside the Default Order entered in this proceeding by filing such a request with the Division consistent with the procedures outlined in the Utah Rules of Civil Procedure.